



For Immediate Release

April 3, 2015

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Bay Area Crowdfunding Campaign for Senior Suicide Hotline Surpasses \$24,000 in 24 Hours

SF Giants pitch in \$5000 donation, game day support

San Francisco, CA - A crowdfunding campaign to support the nation's only accredited, 24-hour suicide hotline and warm-line for seniors has generated more than \$24,000 in 24 hours, thanks to support from the SF Giants, their fans, and local community members.

The [IndieGoGo campaign](#) for the [Institute on Aging](#)'s Friendship Line launched Thursday morning, and as of Friday morning at 10 am, more than 115 donors have given, bringing the one-day fundraising total to \$24,293, including a \$5000 donation from the World Champion San Francisco Giants. In addition, the Giants featured the Friendship Line in their Community Clubhouse during last night's pre-season game against the A's, announced the IndieGoGo campaign on the big screen during the game, and donated authenticated baseballs and a bat bearing autographs from Hunter Pence, Buster Posey, Joe Panik and Madison Bumgarner.

"We are humbled by the quick and generous response from the community," said Dr. Patrick Arbore, founder of the Friendship Line, a program of the Institute on Aging. "We believed that when people learned about the prevalence of suicide among seniors and the effectiveness of the Friendship Line, they would want to support it. We are so gratified that the response has been so immediate and generous."

Founded more than 40 years ago, the Friendship Line might be the Institute on Aging's best-kept secret. Volunteers and staff make and receive nearly 10,000 phone calls each month to connect with isolated, lonely, and potentially suicidal older adults, ensuring that no older or disabled adult ever need feel isolated, lonely, or uncared for. Tens of thousands of older and disabled adults in California and beyond call the Friendship Line every year. And no one is ever charged a penny for the service.

"Older adults are two to three times more likely than teens to commit suicide, primarily because of loneliness, isolation, and undiagnosed depression," he explained. "In addition, they're six times more likely to be successful in their suicide attempts, because they are less ambivalent about the decision to take their own lives, and because they have access to more lethal methods. We provide a lifeline, whenever they need it. For many of our clients, the voice on the other end of the Friendship Line is the only human interaction they can count on."

Unfortunately, due to state budget cuts, the senior suicide prevention program recently lost ⅔ of its annual funding, prompting the Institute on Aging to turn to its many volunteers, friends and supporters for help via a crowdfunding campaign on IndieGoGo.

"We believed that, once the community knew how common suicide is among seniors, and how effective the Friendship Line is at preventing it, they'd step up to support seniors. So far, they have exceeded our expectations. But we still have a long way to go," he says.

To learn more about suicide among seniors and how the the Friendship Line prevents it, and to contribute to this lifesaving effort, please visit <http://igg.me/at/friendshipline>.

About the Institute on Aging

Founded in 1985, Institute on Aging (IOA) is one of Northern California's largest community-based nonprofit organizations providing comprehensive health, social, and psychological services for seniors and adults with disabilities. IOA's mission is to enhance the quality of life for adults as they age, by enabling them to maintain their health, well-being, independence, and participation in the community. Long considered one of the most innovative and diverse organizations of its kind, Institute on Aging currently serves more than 8,000 (unduplicated) seniors and adults with disabilities each year through programs designed to alleviate isolation, and enable older adults to continue living independently in the community. IOA's services support individuals in San Francisco, Marin, San Mateo, and Santa Clara counties.

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